

# What is cancer?

- A group of 100 different diseases
- The uncontrolled, abnormal growth of cells
- Cancer may spread to other parts of the body

Source:



American Society of Clinical Oncology

# What is colon cancer?

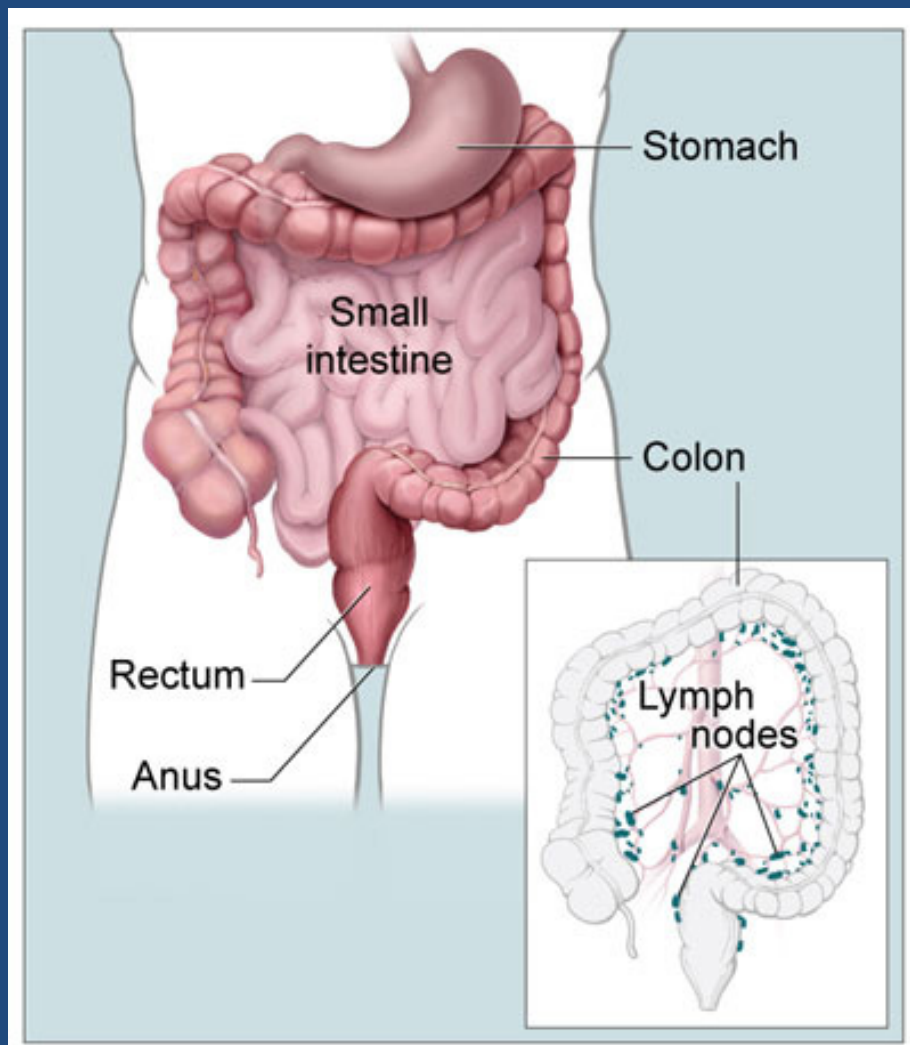
- A disease in which normal cells in the lining of the colon or rectum begin to change and grow without control, and old cells do not die when they should.
- These extra cells can form a mass of tissue.
- Usually begins as a noncancerous polyp that can, over time, become a cancerous tumor.

Source:

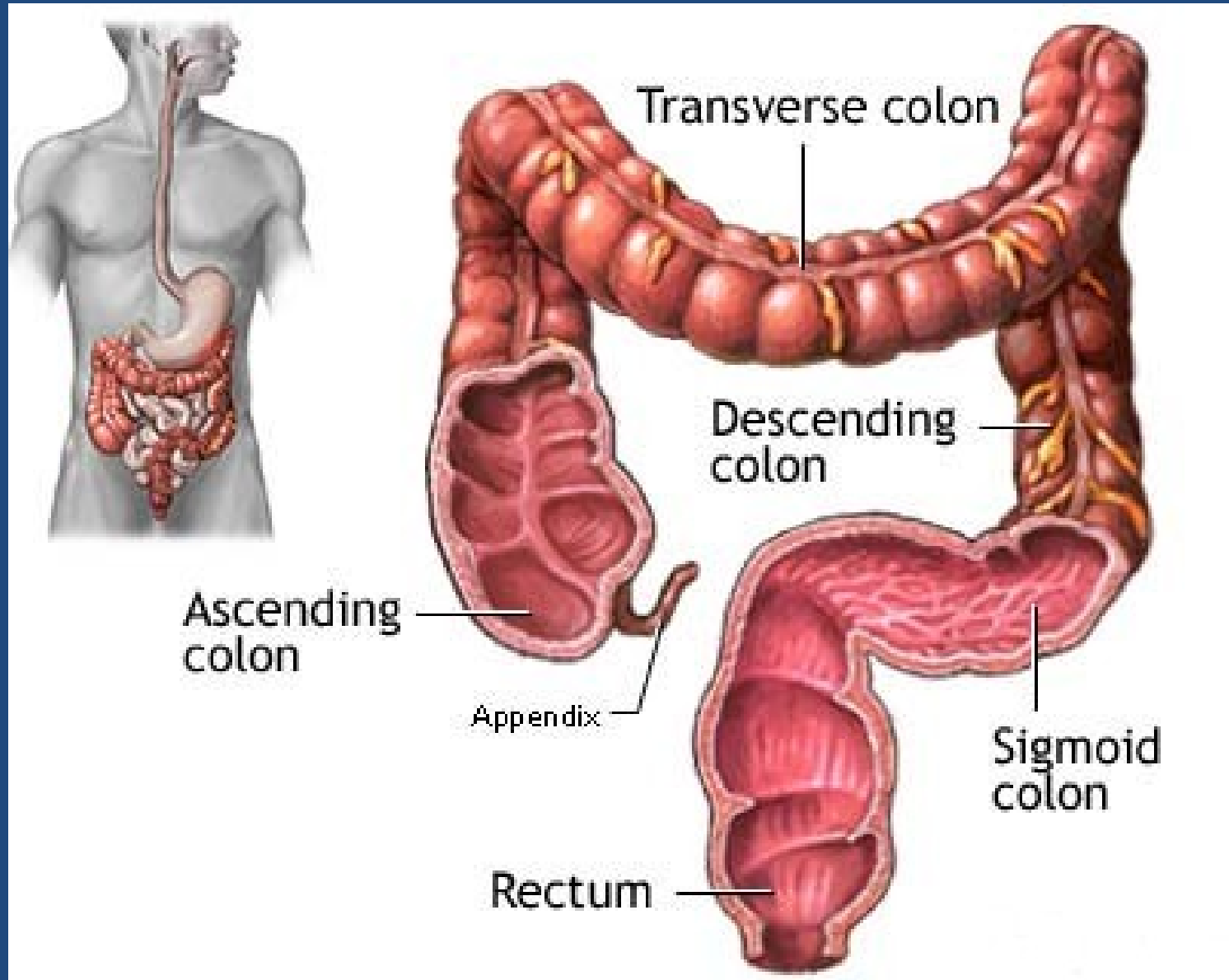


American Society of Clinical Oncology

# The Colon and Rectum



# What is the 'job' of the Colon and Rectum?



# Risk Factors for Colon Cancer

- Early colon cancer may have NO symptoms
- Polyps (a noncancerous or precancerous growth associated with aging)
- Age
- Inflammatory bowel disease (IBD)
- Diet high in saturated fats, such as red meat

Source:



American Society of Clinical Oncology

## Risk Factors for Colon Cancer, cont.

- Personal or family history of cancer
- Obesity
- Smoking
- Race: People of African descent;  
Jews of Eastern European descent

# Colon Cancer 101 Facts

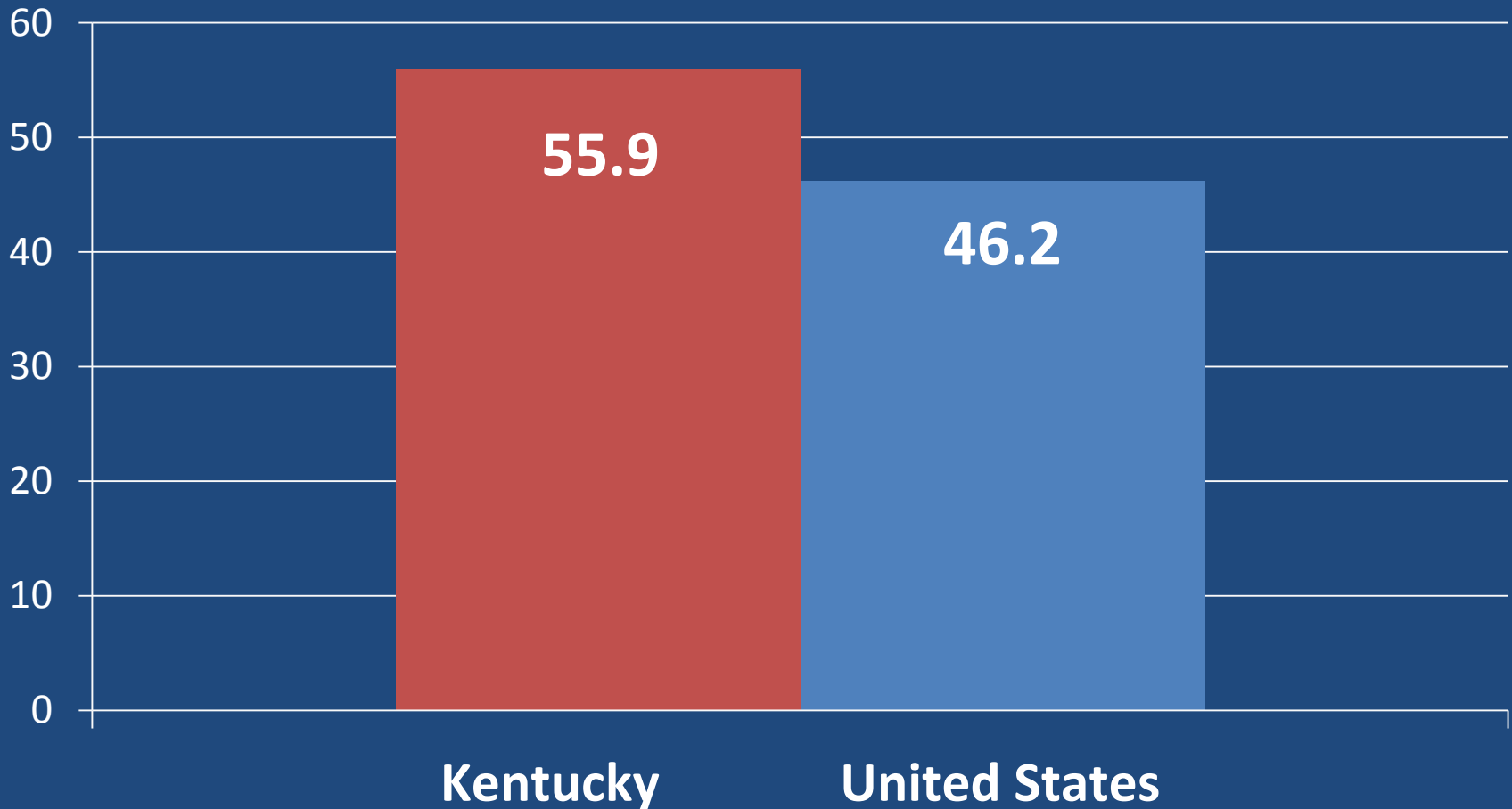
- In Kentucky, colon cancer is the **second most common cause of cancer death** among men and women combined.
- Nationally, Kentucky **ranks #1** in incidence for colon cancer. The colon cancer incidence rate (rate of new cases) in Kentucky is **19% higher** than the national rate.
  - The majority of these cancers and deaths could be prevented by applying existing knowledge about cancer prevention and by increasing the use of established screening tests
- American Cancer Society 2011 estimates:
  - United States 141,210 new cases, 49,380 deaths
  - Almost 2,500 Kentuckians were diagnosed with colorectal cancer in 2009.
  - 879 Kentucians died from colorectal cancer in 2009.



**Colon cancer accounts for almost  
1 out of every 10 cancer deaths annually**



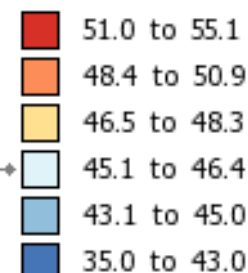
# Colon Cancer Incidence Rate, KY vs US (2005-2009)



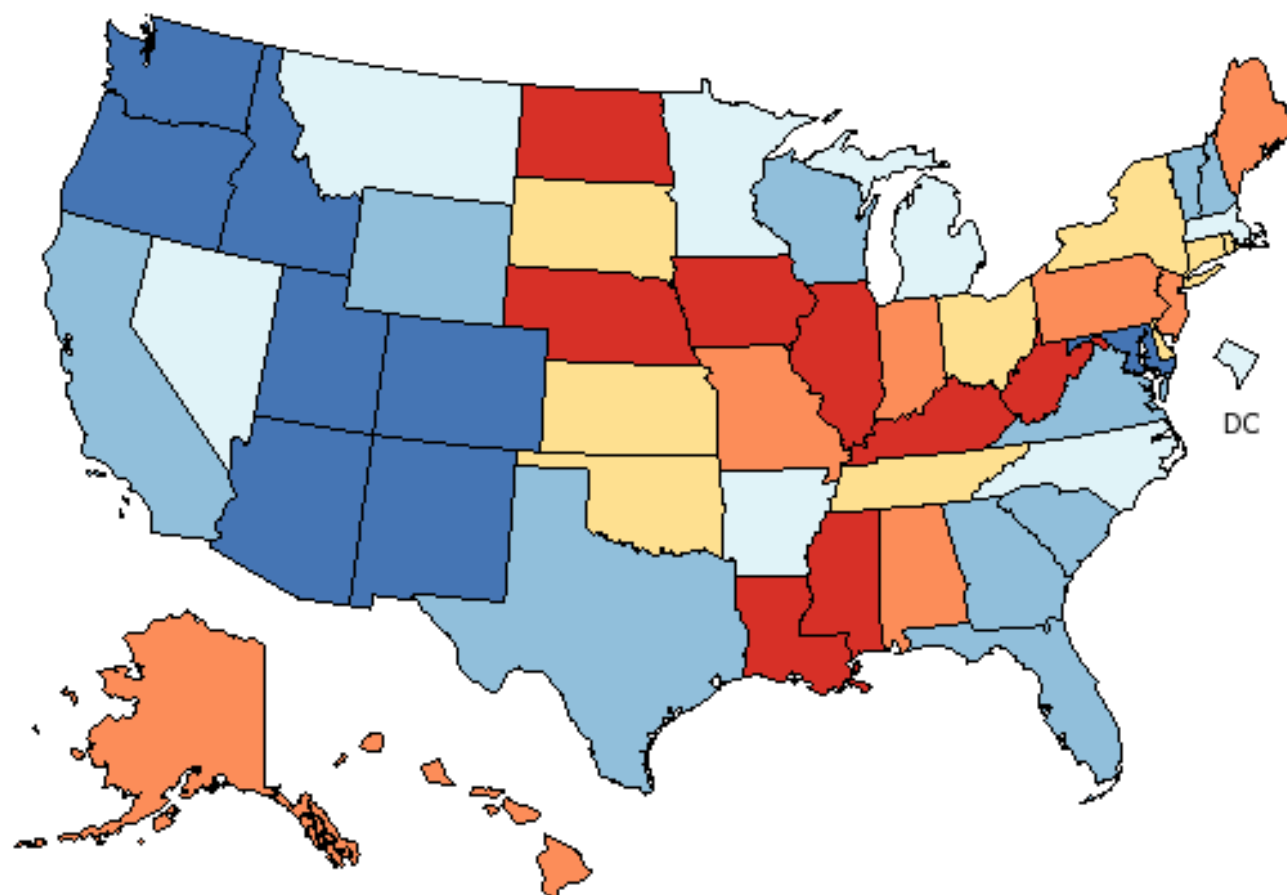
Latest <sup>‡</sup> Incidence Rates <sup>†</sup> for United States  
**Colon & Rectum**  
**All Races (includes Hispanic), Both Sexes, All Ages**  
**2005-2009 (Wisconsin 2005-2008)**

Age-Adjusted  
 Annual Incidence Rate  
 (Cases per 100,000)

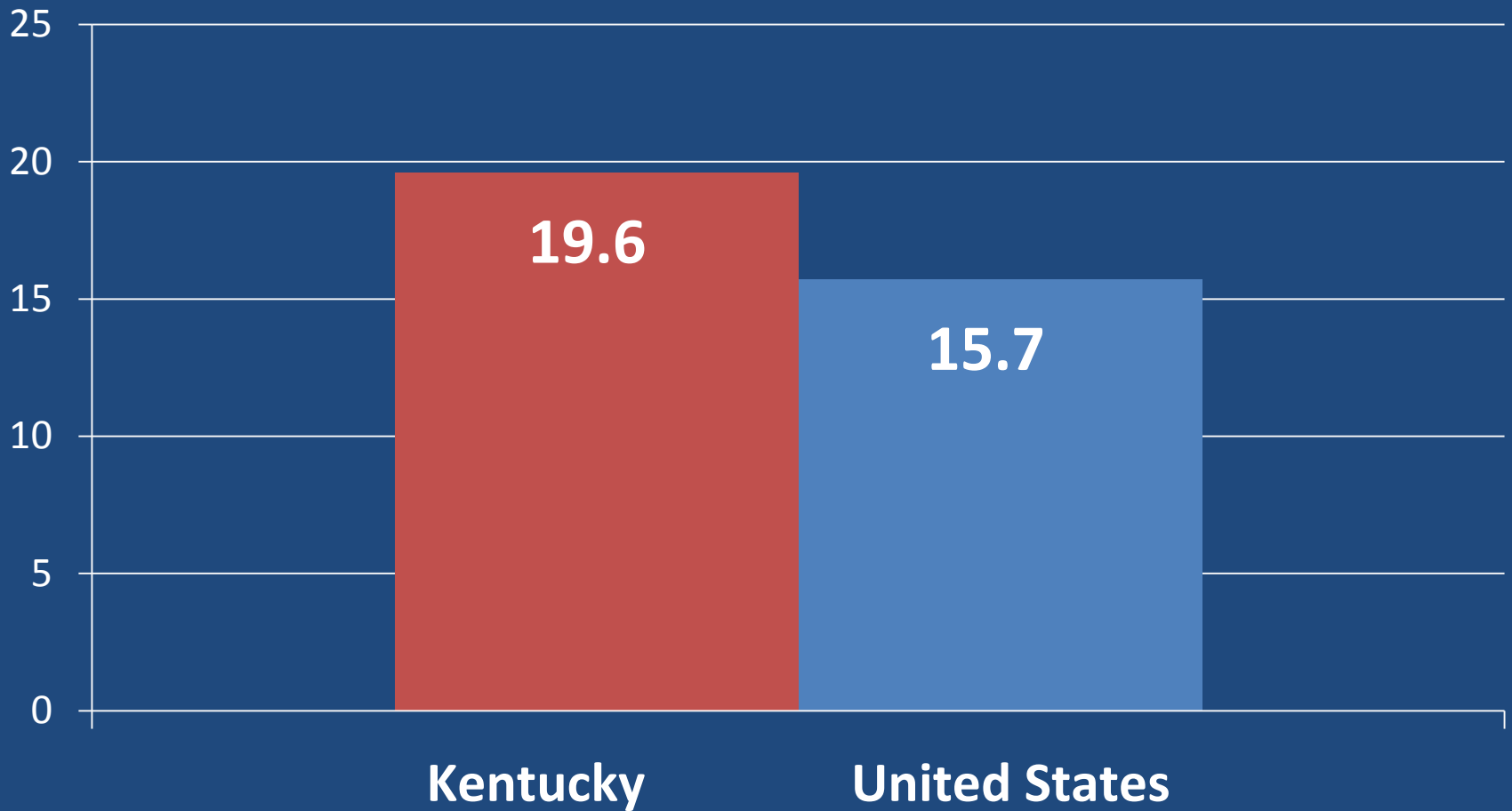
[Quantile Interval](#)



US (SEER + NPCR)  
 Rate (95% C.I.)  
 46.2 (46.1 - 46.3)



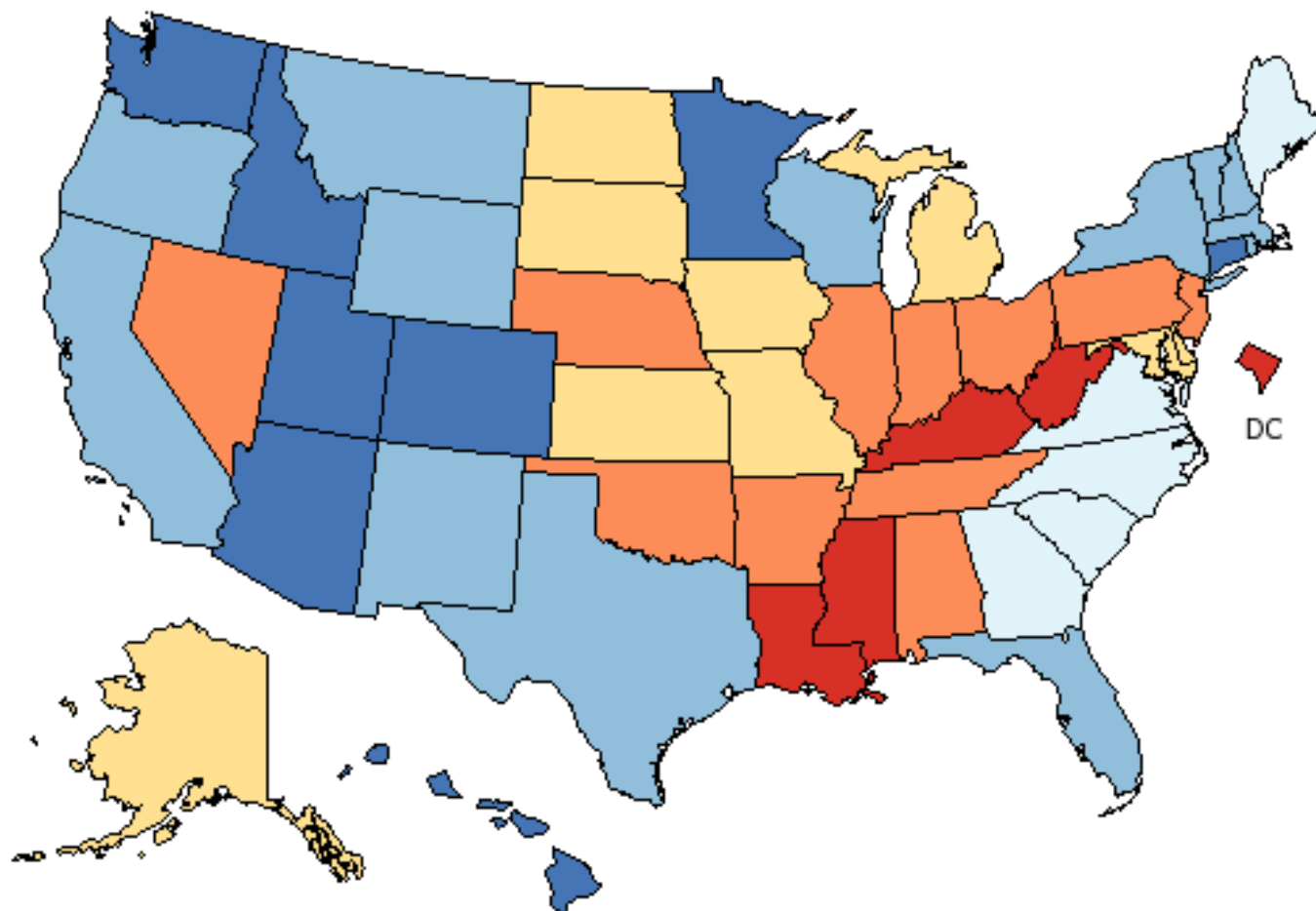
# Colon Cancer Death Rate, KY vs. US (2005-2009)



# Age-Adjusted Death Rates for United States, 2005 - 2009

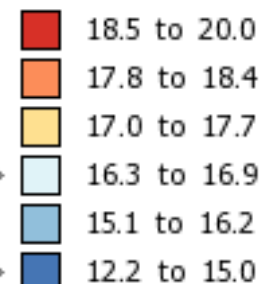
## Colon & Rectum

### All Races (includes Hispanic), Both Sexes, All Ages



Age-Adjusted  
Annual Death Rate  
(Deaths per 100,000)

[Quantile Interval](#)



United States  
Rate (95% C.I.)  
16.7 (16.6 - 16.8)

Healthy People 2020  
Goal C-5  
14.5

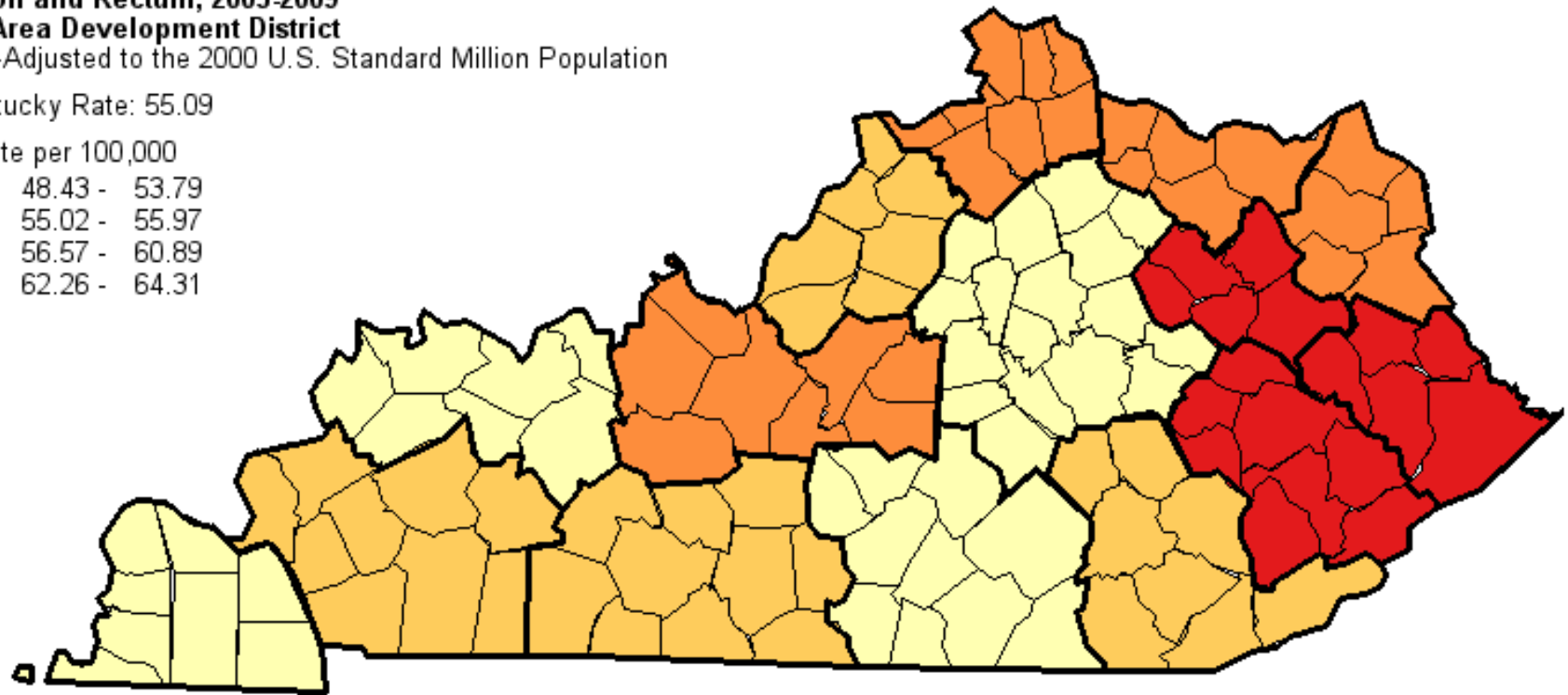
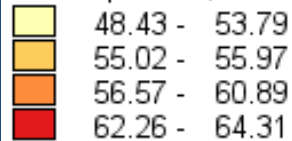
# Colon Cancer Incidence Rates in KY by Area Development District

## Age-Adjusted Invasive Cancer Incidence Rates in Kentucky Colon and Rectum, 2005-2009 By Area Development District

Age-Adjusted to the 2000 U.S. Standard Million Population

Kentucky Rate: 55.09

Rate per 100,000



Data accessed February 25, 2013.  
Based on data released February 16, 2012.  
Copyright (C) 2013 Kentucky Cancer Registry

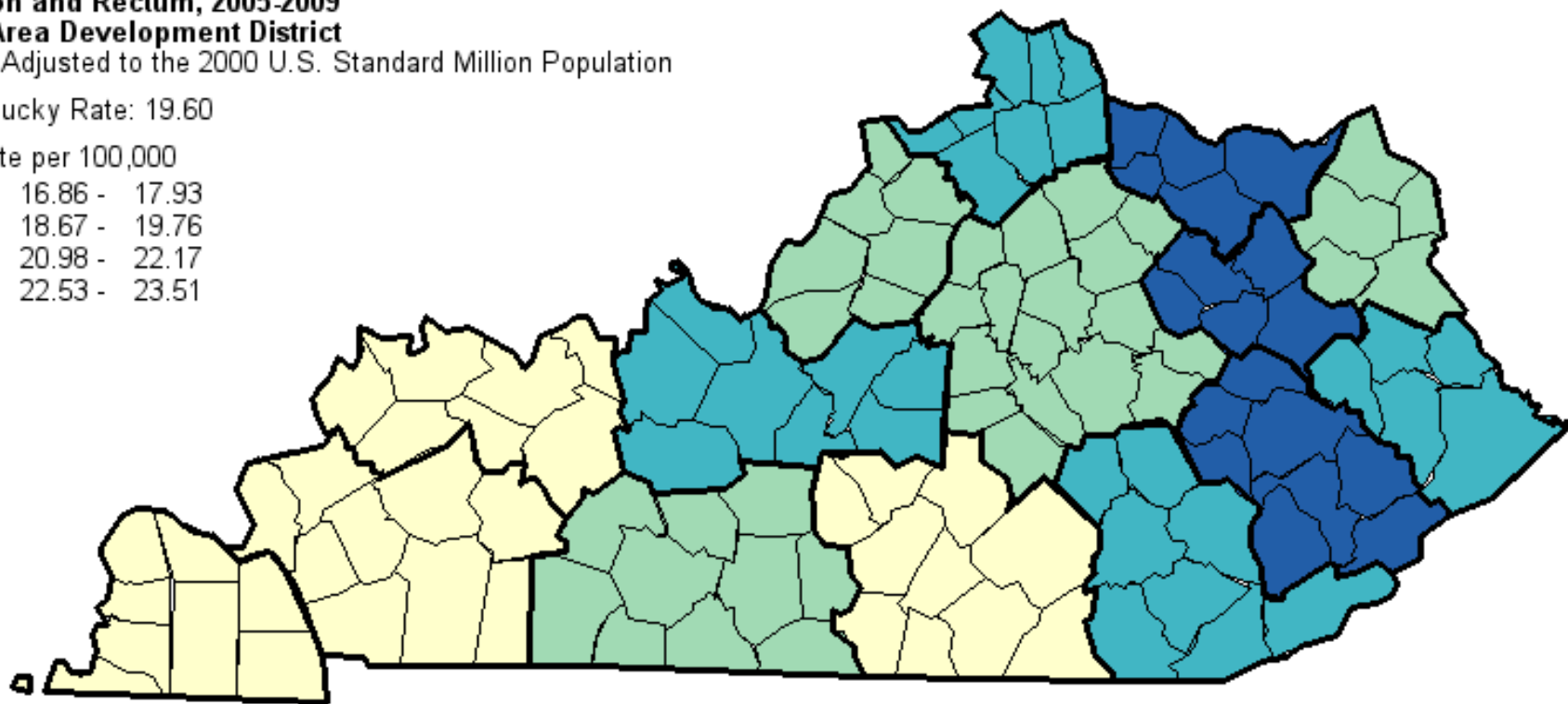
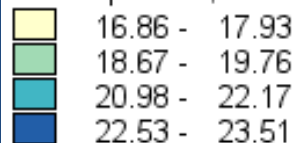
# Colon Cancer Mortality Rates in KY

## by Area Development District

**Age-Adjusted Cancer Mortality Rates in Kentucky**  
**Colon and Rectum, 2005-2009**  
**By Area Development District**  
Age-Adjusted to the 2000 U.S. Standard Million Population

Kentucky Rate: 19.60

Rate per 100,000



Data accessed February 25, 2013.  
Based on data released October 10, 2012.  
Copyright (C) 2013 Kentucky Cancer Registry

# 10 Years of Colon Cancer in Kentucky

## Frankfort, KY

- Population: 25,000+



Colon cancer cases

## Mayfield, KY...

or Mount Washington, KY...

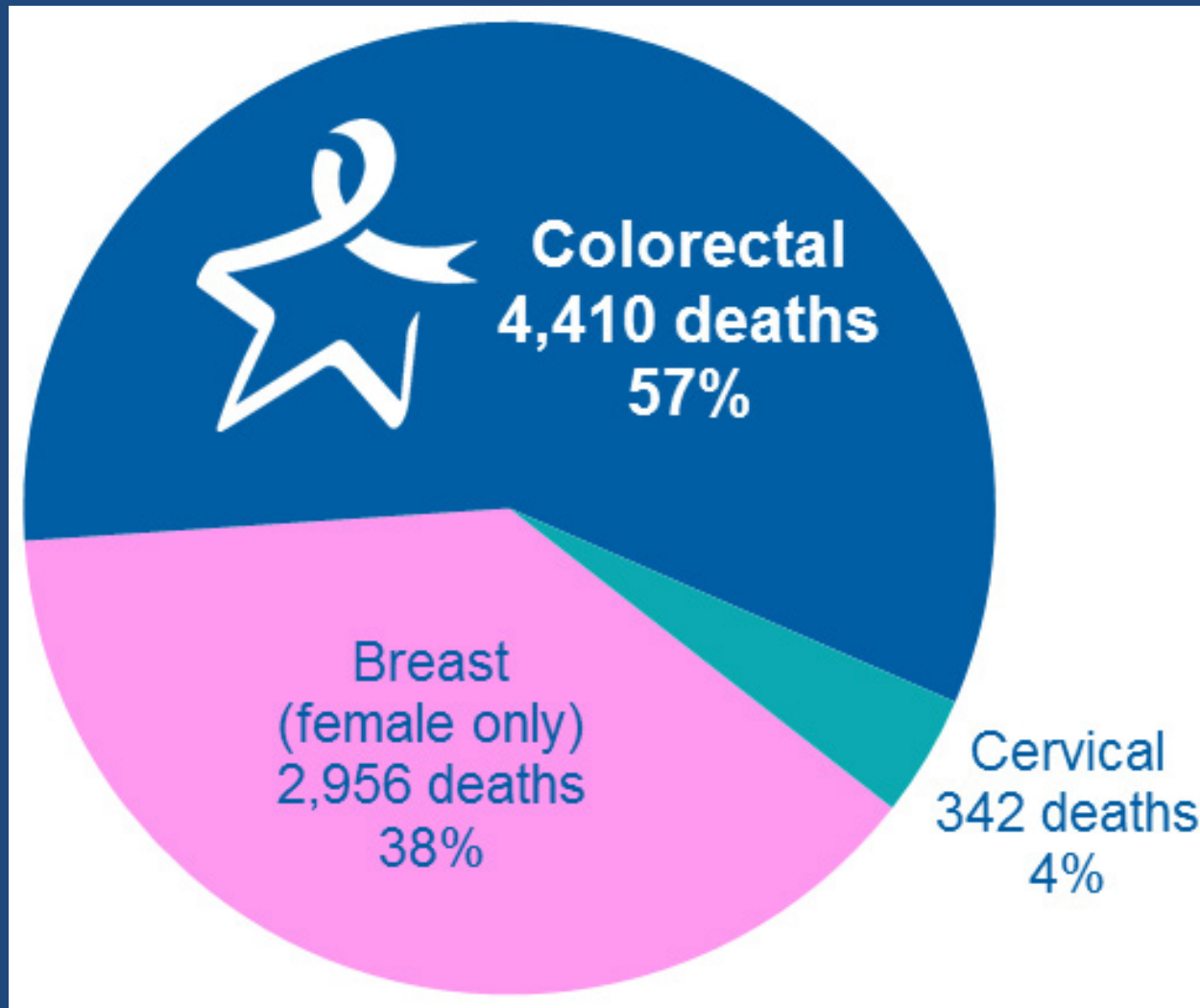
or London, KY...

- Population: 10,000



Colon cancer deaths

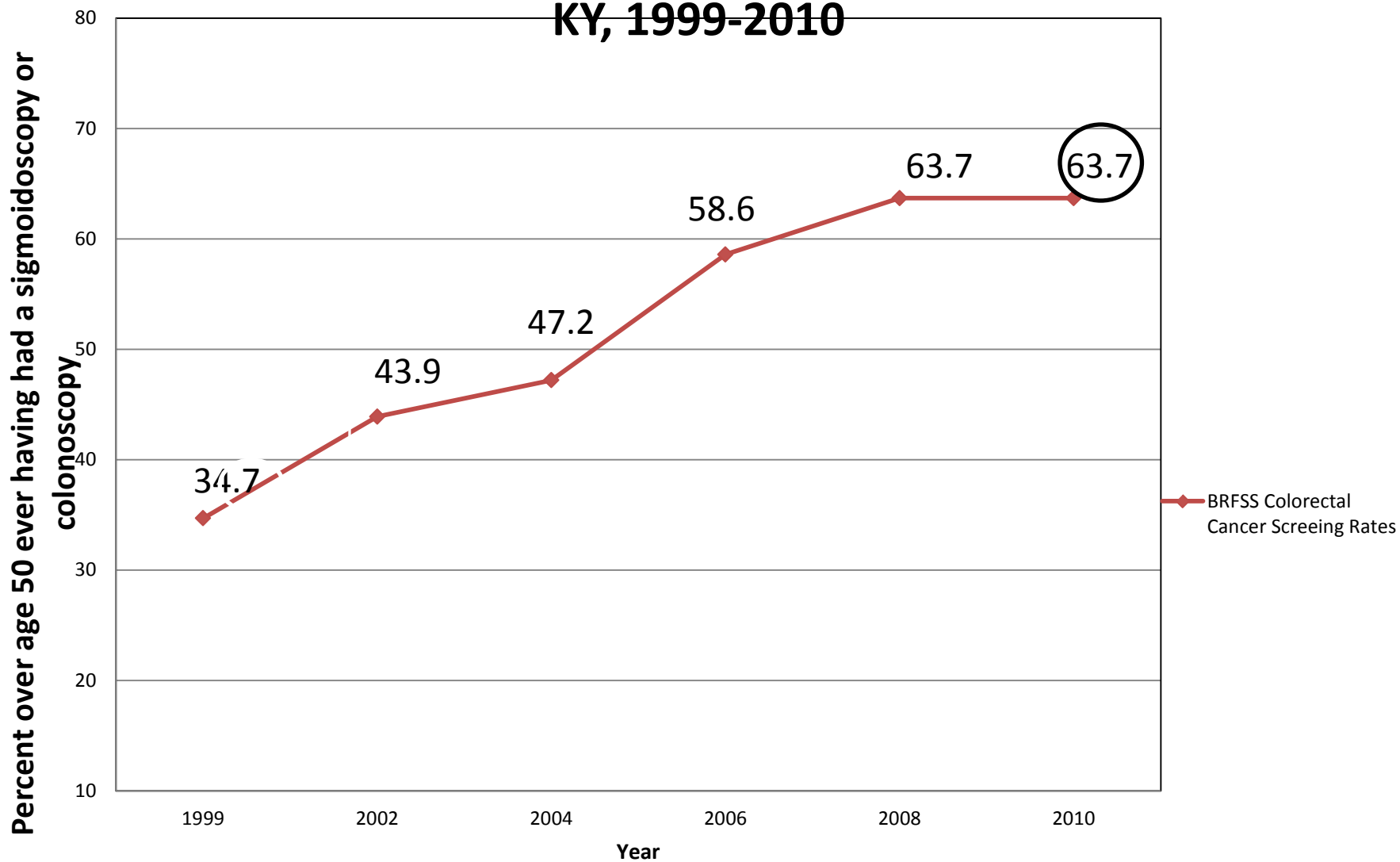
# Deaths from Screenable Cancers in Kentucky, 2005-2009



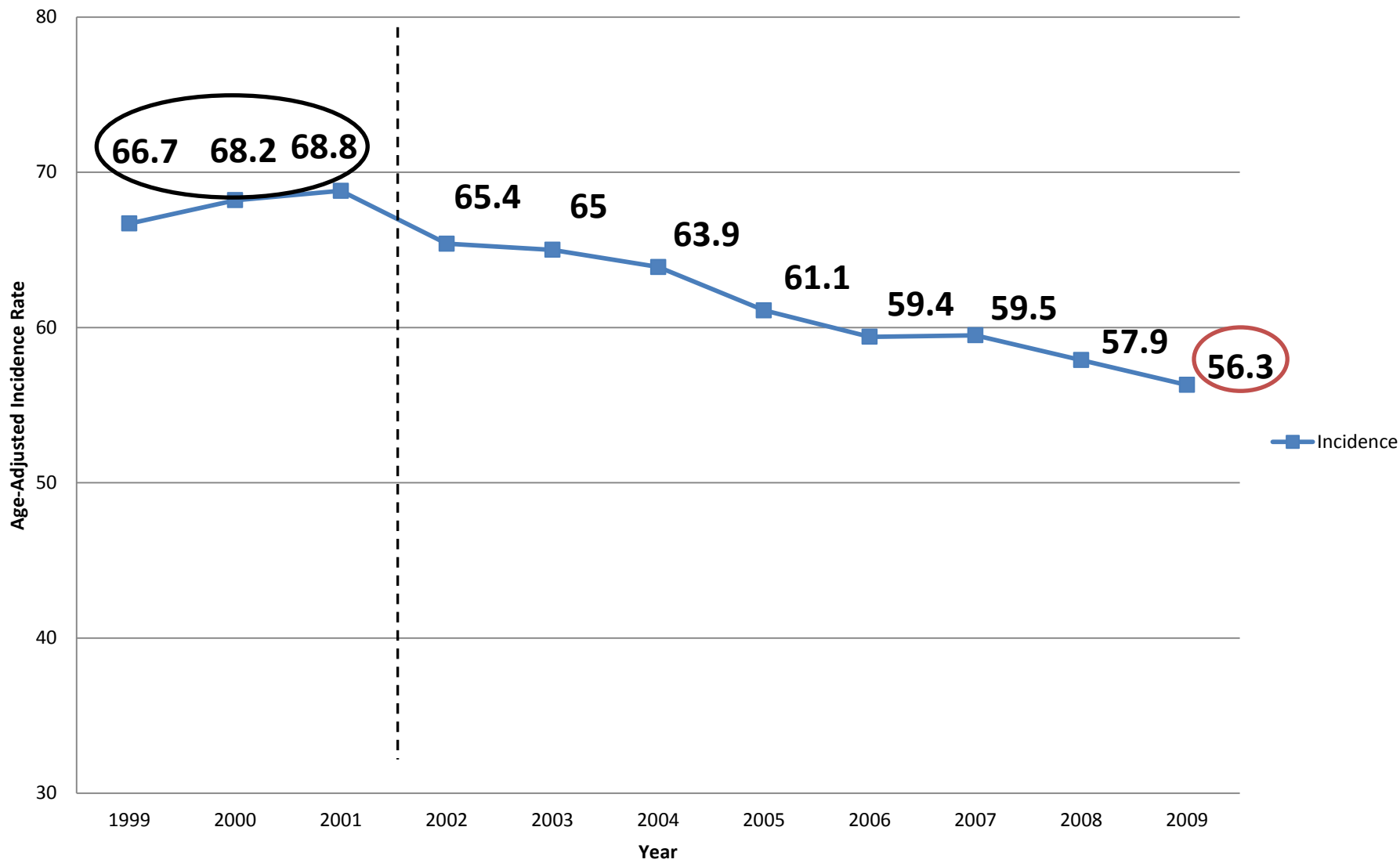


# BRFSS Colorectal Cancer Screening Rates

## KY, 1999-2010



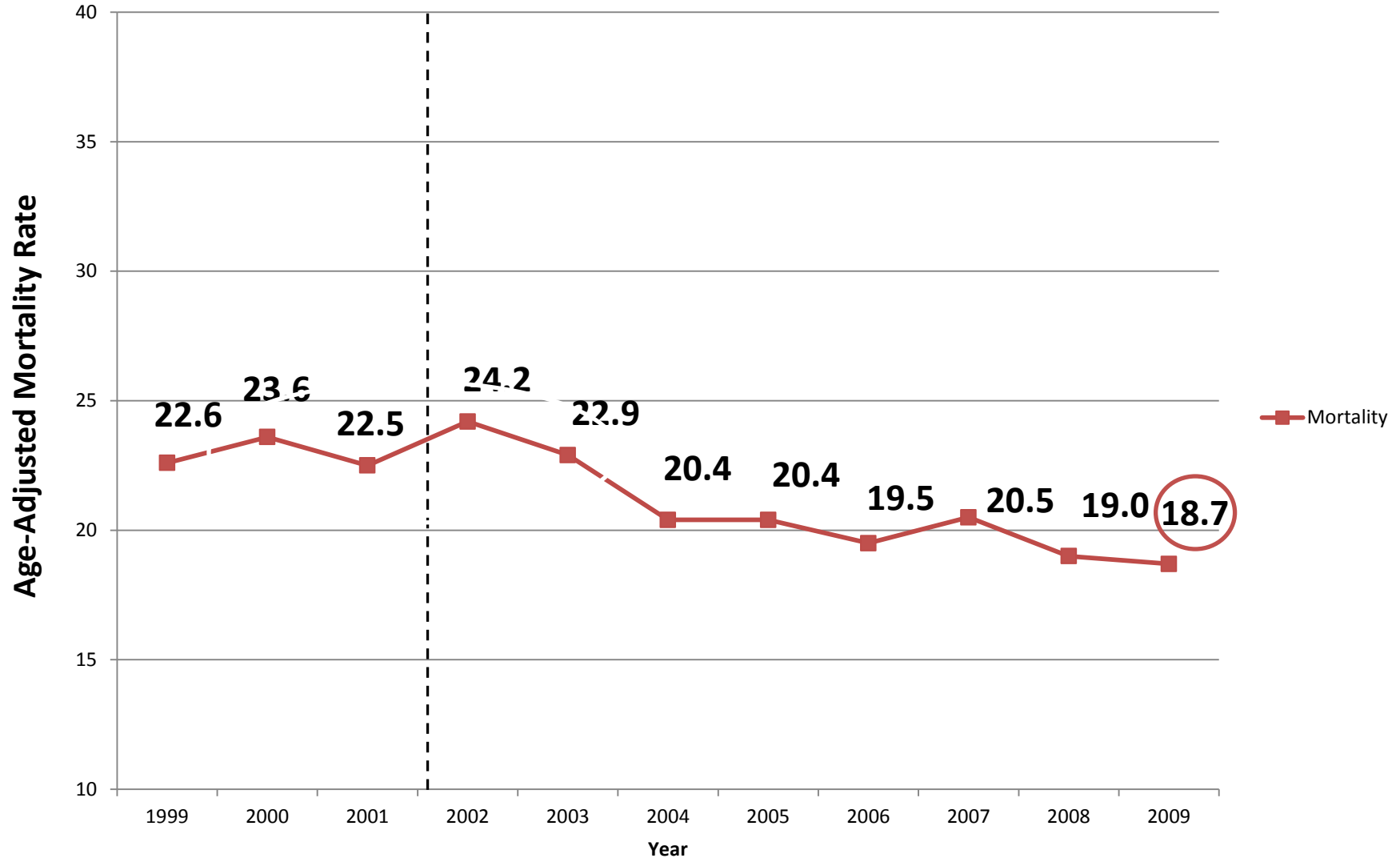
# Colorectal Cancer Incidence, Kentucky, 1999-2009



**P<0.05**

Source: KCR Website, Accessed October 2012

# Colorectal Cancer Mortality, Kentucky, 1999-2009



**P<0.05**

Source: KCR Website, Accessed October 2012

# Colon Cancer is preventable!

- Colon cancer can be prevented through regular screening and the removal of polyps
- Early diagnosis means a better chance of successful treatment
- **Screening should begin at age 50** for all “average risk” individuals (African Americans at age 45) or sooner if you have a family history of colorectal cancer, symptoms, or a personal history of inflammatory bowel disease

Source:



American Society of Clinical Oncology

# Screening Tests for Colon Cancer

## Tests that can find both polyps and cancer:

- Sigmoidoscopy
- Colonoscopy
- Virtual colonoscopy
- Double contrast barium enema

## Tests that mainly find cancer:

- FOBT (Fecal occult blood test)
- FIT (fecal immunochemical test)
- iFOBT (immunochemical fecal occult blood test)

Source:



American Society of Clinical Oncology

# Screening Tests for Colon Cancer, cont.

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# Screening Tests for Colon Cancer, cont.

Tests that can find both polyps and cancer:

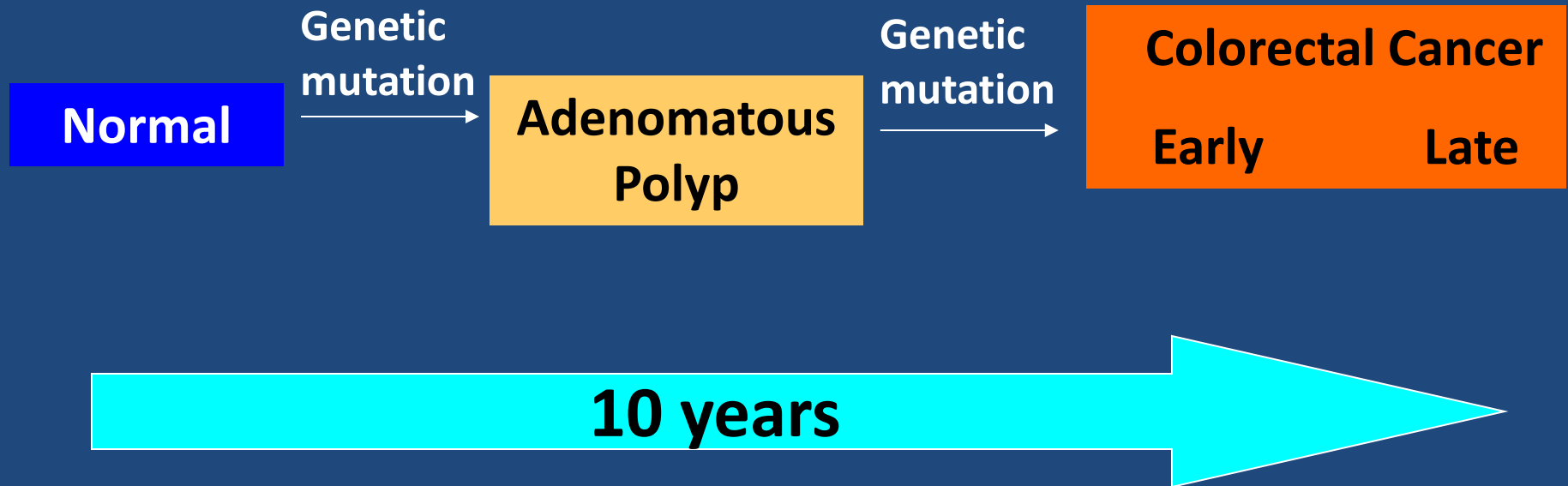
- Sigmoidoscopy
- Colonoscopy
- Virtual colonoscopy
- Contrast barium enema

Tests that mainly find cancer:

- FIT (fecal immunochemical test)
- iFOBT (immunochemical fecal occult blood test)

**THERE IS A TEST FOR YOU!**

# NATURAL HISTORY OF POLYP GROWTH TO CANCER: An Opportunity For Intervention





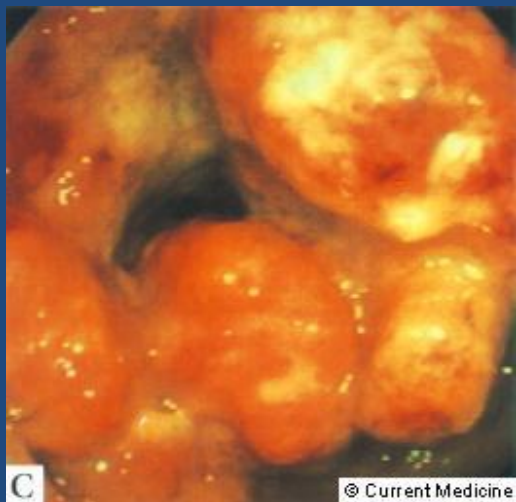
# How often does the average person need to be screened for colon cancer?

- Colonoscopy – Every 10 years
- Sigmoidoscopy – Every 5 years
- Double Contrast Barium Enema – Every 5 years
- Virtual colonoscopy - Every 5 years
- Stool tests (FOBT, iFOBT, FIT) – Every year
- **Talk to your doctor about when and how often you should be screened for colon cancer.**

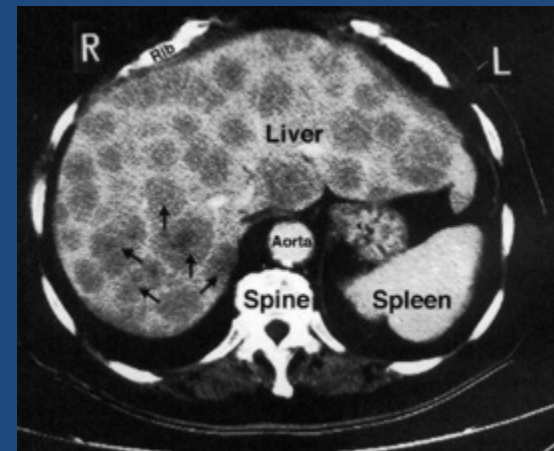
# Colon Cancer Takes Years to Develop From Polyps



EARLY



ADVANCED



# Now You Know, Now You Can: BE SCREENED!

- When colon cancer is found early and treated, the 5-year relative survival rate is 90%!
  - But since screening rates are low, less than 40% of colon cancers are found early.
- As many as 60% of deaths from colon cancer could be prevented if everyone age 50 and older were screened regularly.

# What Can You Do to Help Reduce Colon Cancer In Kentucky?

- Get screened!
- Educate!
- Advocate!

# Tools You Can Use to EDUCATE

- **Set an example by getting screened for colon cancer**
- **Educate about the importance of being screened**
  - Your family and your friends
  - Your business, church and school
  - Your hospital and health department
  - Your physicians, nurses and allied health
  - Your Chamber of Commerce
  - Your media outlets (TV, radio, print, institutional)
  - Your local, state and nationally elected officials

# Tools You Can Use to EDUCATE

Kentucky colon cancer screening campaign materials, at:

<http://www.kcp.uky.edu/community/tccop/toolkit.php>

**DID YOU KNOW ...**

- ✓ All Kentuckians age 50 and older should get regular colon cancer checks.
- ✓ Early colon cancer may have no symptoms.
- ✓ 9 out of 10 colon cancers may be prevented or cured with regular checks.

**NOW YOU KNOW**

**NOW YOU CAN**

Talk to your doctor about getting checked for colon cancer



Messages courtesy of Kentucky's senior ambassadors: Steve Patton, Tim Wells, Warren Bruner, and Ann Stahl

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**HONOR GOD'S TEMPLE.**

Take care of your body.  
Get regular checks  
for colon cancer.

Message brought to you by  
Kentucky Cancer Consortium

[www.KyCancerC.org](http://www.KyCancerC.org)



# Tools You Can Use to EDUCATE

- Kentucky's Colon Cancer Prevention Project materials, at <http://www.ColonCancerPreventionProject.org>
- ACS's video about colon cancer screening <http://www.cancer.org/Healthy/ToolsandCalculators/Videos/get-tested-for-colon-cancer-english>
- CDC's Screen for Life national campaign materials, at <http://www.cdc.gov/cancer/colorectal/sfl>

# Tools You Can Use to ADVOCATE

- **Identify your local legislators:**
  - <http://lrc.ky.gov/Legislators.htm>
- **Leave a phone message**
  - Tell your rep to support funding for the Kentucky Colon Cancer Screening Program by calling the Legislative Message Line: 1-800-372-7181
  - Fifteen or twenty phone calls from your community can make a huge difference.
- **Write a letter**
  - Easy template letters can be accessed:
  - **Colon Cancer Prevention Project's website - [www.c2p2ky.org/action.html](http://www.c2p2ky.org/action.html)**
  - Or email your legislator through the American Cancer Society's Cancer Action Network's Kentucky Campaign webpage, at <http://acscan.org/action/ky>



# Tools You Can Use to ADVOCATE

- **Meet with your legislators**
  - In your own community, when they're in their home office.
  - In Frankfort, during an ACS Lobby Day
    - February 8, 2011
  - Call and schedule a face-to-face meeting to explain the impact of colon cancer in their district.

# Tools You Can Use to ADVOCATE

- **When You Talk to Your Legislators**
  - **Use solid facts**
    - Describe the problem.
    - Suggest a specific solution.
    - Be brief and polite.
  - **Tell your story, briefly**
    - Put a face to colorectal cancer prevention and screening.
    - It's one thing to say that 149,250 Americans will be diagnosed this year. It's another to say, "If I hadn't been screened, I might not be alive today," or "If my mother had been screened, she might still be with us."

# Tools You Can Use to ADVOCATE

- **Talk to you legislators, cont.**
  - **Be specific**
    - A request to do "something" about colorectal cancer will get a yawn.
    - A request to support something specific – a specific bill, a specific funding request, specific language – tells your representative what you want from him/her.

# Tools You Can Use to ADVOCATE

- **Talk to your legislators, cont.**

- **Ask for a response**

- "I'd like to know if you decide to support my request."
    - Don't be discouraged if you don't get a response – this gives you a good reason to follow up with a phone call.

- **Get the word out**

- Send letters to the editor supporting specific legislation, and ask others to write their legislators.
    - Write your local media and columnists. Tell them that colorectal cancer is a story that needs coverage (and if they need information about it, refer them to orgs in next slide!).
    - Tell them that they can help save lives.



**American Cancer Society**

<http://www.cancer.org/>

**Colon Cancer Prevention Project**

<http://www.ColonCancerPreventionProject.org/>

**Kentucky Cancer Program**

<http://www.kycancerprogram.org/>

**Kentucky Colon Cancer Screening Program**

<http://chfs.ky.gov/dph/ColonCancer.htm>

- *To view and/or download slides from this presentation, visit the Kentucky Cancer Consortium's website, at:*
- <http://www.kycancerc.org/policychange/coloncancerscreeningbarriers.php>